



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 10-20-2012 PAGE: 1 of 2

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
402983	10-19-2012		0	CHAD BAREFOOT CAMPAIGN	CHAD BAREFOOT CAMPAIGN SD 18	POLITICALS	WTVD - DURHAM

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
1013	246776	PHILADELPHIA	A. CLIFFORD	10-20-2012	10-26-2012	M (Broadcast Month, Cycle 1)	N	246776

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 1013																	
1	10-22-2012	10-26-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	1	30	X	X	X	X	X			5	650	5	3,250.00
2	10-22-2012	10-26-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30	X	X	X	X	X			5	850	5	4,250.00
3	10-22-2012	10-26-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30	X	X	X	X	X			5	200	5	1,000.00
4	10-22-2012	10-26-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30	X	X	X	X	X			5	250	5	1,250.00
5	10-22-2012	10-26-2012	02:00PM - 03:00PM	GENERAL HOSPITAL (11961)	2	30	X	X	X	X	X			4	175	4	700.00
6	10-22-2012	10-26-2012	04:00PM - 05:00PM	EYEWITNESS NEWS 4:00PM (MONDAY- FRIDAY) (2	30	X	X	X	X	X			5	275	5	1,375.00
7	10-22-2012	10-26-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81	1	30	X	X	X	X	X			5	1,100	5	5,500.00
8	10-22-2012	10-26-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30	X	X	X	X	X			3	1,400	3	4,200.00
9	10-22-2012	10-26-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	1	30	X	X	X	X	X			3	1,400	3	4,200.00
10	10-20-2012	10-21-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE SAT (900)	1	30						X		1	750	1	750.00
11	10-22-2012	10-26-2012	08:00PM - 09:00PM	TUES PRIME 8-9P (810)	3	30		X						1	3,000	1	3,000.00
----- ITEM LINE NOTE ----- DWTS 3																	
12	10-22-2012	10-26-2012	10:00PM - 11:00PM	TUES PRIME 10-11P (807)	1	30		X						1	2,300	1	2,300.00
----- ITEM LINE NOTE ----- PRVT PRACT CD																	
13	10-22-2012	10-26-2012	10:00PM - 11:00PM	WED PRIME 10-11P (814)	1	30			X					1	2,300	1	2,300.00
----- ITEM LINE NOTE ----- NASHVILLE CD																	

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 402983	Contract Dt 10-19-2012	Revision Dt	Rev# 0	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS								Station/Market WTVD - DURHAM							
Agency Est# 1013			CMS # 246776	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-20-2012	End Date 10-26-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 246776						
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: E : 1013																		
14	10-22-2012	10-26-2012	10:00PM - 11:00PM	FRIDAY PRIME 10-11P (791)				3	30					X				1	1,000	1	1,000.00
			----- ITEM LINE NOTE -----																		
			20/20 3																		
15	10-20-2012	10-21-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY				2	30						X	X		1	750	1	750.00
16	10-22-2012	10-26-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY				2	30	X	X	X	X	X				4	750	4	3,000.00
17	10-20-2012	10-21-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)				2	30						X			1	150	1	150.00
																	Contracted Gross Total:		51	38,975.00	
																	Actual Gross Total:		51	38,975.00	
																	Agency Commission:			5,846.25	
																	Net Total:			33,128.75	
Month/YR			Preempted	Made Good		Contract Total		Adjustments						Actual Total							
Oct 12			0.00	0.00		38,975.00		0.00						38,975.00							
TOTAL			0.00	0.00		38,975.00		0.00						38,975.00							

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